

Literature Review on Promotional Strategies Leveraging Digital Platform Influencers

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Abstract

With the emergence of the Digital platform, influencer publicising has become one of the strategies that companies prioritize to adopt. The strategy involves the use of social media influencers that have a big following to promote product recommendations and reviews and increase electronic word of mouth (e-WOM). The influencers are categorized into micro, macro, and mega influences depending on their number of followers, and the mega influences, which are usually high-profile celebrities. According to the studies, companies that use influencer publicising tend to achieve a high level of success, and many of them intend to invest more money in this sphere. Success of the influencer publicising depends on the credibility, attractiveness, content and involvement in the audience of the influencers. Influencers are perceived to be relatable and trustworthy by consumers and, therefore, it has a higher impact on purchasing behaviour as compared to conventional celebrities. The research provides information into the functioning of influencer publicising and further investigation on the best methods of digital platform influencer utilization.

Keywords: Influencer Publicising, Digital Platform, Brand Strategy, electronic Word-Of-Mouth (e-WOM), Micro, Macro, and Mega Influencers.

Introduction

The creation of Digital platform has created a society with a globalized network. By following the television celebrities and our acquaintances, we can associate with them and become someone we would like to be. The interpersonal nature of the digital communities has rendered it a strong digital medium of publicity due to the vibrant flow of information in the public grids (Hennig-Thurau et al., 2015; Seok et al., 2020; Sohaib et al., 2020).

Along this trend, modern variants regard Digital platform as a powerful and strategic publicising tool that capitalises on the strength of social relationships, like influencer publicising (Veirman et al., 2017). Influencer publicizing is paid advertisement type, conducted by an influencer, a person with the ability to influence others, including opinion leaders and communicated with their followers on Digital platform (Veirman et al., 2017).

The sphere of influencer publicizing has been growing considerably, and marketers tend to engage Digital platform influencers as a core aspect of corporate digital publicizing strategy (Hughes et al., 2019), and online communication and performance relationships are considered long-term (Campbell and Farrell, 2020). The prominence of influencer publicising is such that the use of Digital platform by influencers is often mentioned by media companies when they talk about the future of the platform (Voorveld, 2019).

The Digital platform influencer strategy has been recognized to create considerable reputations and a vast network of followers (Sundermann & Raabe, 2019). It is considered to be one of the most effective strategies of publicising the Digital platform.

Considering this phenomenon, scholars aim to analyze the approaches to influencer publicising in greater detail. This paper will seek to define the main findings of the literature review conducted by the researcher that can be used by other researchers studying other related phenomena in Digital platform influencers.

Research Methodologies

The research agenda of this literature study centres around Digital platform publicising with the particular plan of Creator-Led Publicising. The critical part of the investigation is to find previous publications or research that is pertinent to this discovery aim, such as those of Digital Platform, Creators, and publicizing means. The purpose of this paper is to find some key findings of the previous studies related to Digital platform influencers, as well as give other researchers who may be interested in conducting the study a contribution to the body of knowledge.

Findings and Analysis

DPCs are those who have been known to have large followings on Digital platforms (Abidin, 2016), and who can be influential (Dhanesh and Duthler, 2019) and make money (Abidin, 2016) off their followers. Digital Platform Creators can be classified based on the number of followers as small creators (less than 0.1 mn), big creators (between 0.1 mn and 1 million), and large creators (more than 1 million) (Enke and Borchers, 2019; Voorveld, 2019). Specific giant creators are high-end celebrities that are active on the digital platform. However, even celebrities who are active on Digital platform are not always seen as creators (Taillon et al., 2020).

Influencer publicising has become a dominant trend of companies to communicate with potential clients and promote their goods and services (Kapadia, 2020). Creator Led Publicising is a promotional strategy that takes advantage of the power of information on celebrity Digital platform accounts with large followers who are also potential target consumers of the advertised products and services (Veirman et al., 2017). These influencers often develop trust and are very instrumental in attracting and mobilizing their followers making them an ideal group to be used in the launching of products (Veirman et al., 2017). According to industry surveys, most of the marketers have partnered with creators to market their businesses and artefact (Mediakix, 2019).

Creators of Digital Platform provide an economical promotion model that may be tailored to the ability of a brand and is applicable to both new and existing businesses. The recent survey findings show that 92 percent of the businesses that have used creator led publicising in 2017 have been successful, and 39 percent plan to increase their influencer publicising investment in 2018 (Linqia, 2018). Therefore, the trend in influencer publicising is likely to continue in the next several years (Han et al., 2020).

The use of the Digital platform influencers in strategic publicising campaigns is based on the premise that the brands will be able to leverage external skills, such as content production and sharing, interactions, social identities, persuasion, social networking membership, and relationship

development (Enke and Borchers, 2019). The effectiveness of e-WOM by Digital platform influencers can be boosted through external resources, which will enhance customer interactions, thus achieving the purposes of particular publicising communication (Zhou et al., 2021).

The influencer publicising goals could be the improvement of brand awareness, brand recognition, social engagement, and value and revenue to the brand (Sundermann & Raabe, 2019).

Brands can conduct both long-term and single influencer publicising campaigns with Digital platform creators (Uzunoglu and Misci Kip, 2014). Creator publicising tactics is a unique and growing phenomenon that has come into focus of the researchers who have studied the opinions of followers towards creators and the characteristics of creators themselves in the study of the results of creator publicising. As the studies suggest, the images of a creator that followers have of the person in terms of physical attractiveness, authoritative perspective, and honesty (Farivar and Wang, 2022; Lee and Watkins, 2016; Lin et al., 2018; Sokolova and Kefi, 2020; Taillon et al., 2020; Wiedmann and von Mettenheim, 2020) and the originality and quality of messages (Evans et al., 2017; Woodro In addition, the individual follower characteristics, such as loneliness and self-esteem (Belanche et al., 2021; Hwang and Zhang, 2018), had an impact on their response to creator publicising as well.

Creators are the players of the Digital platform, who have gained significant popularity and possess a loyal audience (Veirman et al., 2017). Online creators on Digital platform interact with their audience through photographs, videos, and other social interactions to build online identities on their sites (Khamis et al., 2017; Tafesse and Wien, 2018) and prove their expertise in specific areas including fashion, beauty, and travel (Audrezet et al., 2020; De Veirman et al., 2019). The role of followers in this process is central since they interact with creators of celebrity content and offer unwavering support (Farivar and Wang, 2022; Jun and Yi, 2020; Ki et al., 2020; Sokolova and Kefi, 2020).

Creator qualities may influence consumers to buy by influencing their followers (Belanche et al., 2021), physical appeal (Lou and Yuan, 2019; Sokolova and Kefi, 2020), credibility (Breves et al., 2019; Reinikainen et al., 2020), and believability (Schouten et al., 2020; Wang et al., 2018). The needs of the audience align with the content that creators share (Belanche et al., 2021; Martinez-Lopez et al., 2020), the sense of social connections (Sokolova and Kefi, 2020), and even loneliness (Hwang and Zhang, 2018). Post characteristics that increase the effectiveness of creator publicising include originality, innovativeness (Casalo et al., 2020), interactivity, informative and aesthetics (Ki et al., 2020). Creator publicising as a form of publicising is currently used by brands in their publicising to deal with market segmentation and is perceived to be an effective approach.

The Digital platform creators seem to be more familiar, trustworthy, and relatable by the subjects of consumers (Schouten et al., 2020). The E-WOM Digital platform developers are seen as more authentic and more credible than the message by celebrity television personalities (Veirman et al., 2017). According to studies, creators of the Digital platform have a stronger impact on the buying behavior of young consumers than other celebrities (Djafarova and Bowes, 2021).

Conclusion

There is steady growth of digital publicising over the years. There are many publicising strategies that corporations and brands can use to sell their products. Digital platform publicising technique which uses creators to promote companies and services through the accounts of celebrities on Digital platform. As noted in this article, one of the most efficient promotion strategies is the digital marketing strategy adopted by creators of social media. Plans that have been proven to be effective overtime are highly effective in developing a brand through sale and promotion of a product to more people.

Creator marketing goals vary and include increased brand awareness, better brand recognition, greater social interaction, and greater brand value and revenue. Marketers can therefore improve this method and use it in their businesses to make products and services promotion superior.

The subject of this article is quite transparent; the author recognizes the restriction of the investigation of social media marketing through creators. Another weakness is that the author uses a limited amount of literature corpus on which this literature review is based. A similar literature review can be conducted by other researchers or authors through additional sources on methods used by creators of social media marketing on various platforms.

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